



INSTITUTE OF THE AMERICAS

TELECOM/IT BRAZIL ROUNDTABLE

The next direction for opportunities, priorities, and adaptation

November 22, 2002

Sheraton Rio Hotel & Towers, Rio de Janeiro, Brazil

—PROPOSED AGENDA—

THURSDAY, NOVEMBER 21, 2002

6:30 pm EXECUTIVE DINNER AND RECEPTION (by invitation only)

FRIDAY, NOVEMBER 22, 2002

8:00 am REGISTRATION AND CONTINENTAL BREAKFAST (*SPONSORED BY AEROFON CORPORATION, CISNEROS GROUP OF COMPANIES, LORAL SKYNET, AND QUALCOMM*)

Part I: INDUSTRY IMPACTS – MARKETS AND POLICIES

8:30 am THE PULSE INSIDE THE NUMBERS

Tracking the emerging market transformation and technology trends, and the struggle to embrace new sustainable models for market expansion. The financial outlook of current markets, and disparities of industry opportunities

Moderator: Harrison Grey, *Director Telecom/IT Program*, Institute of the Americas

Alan Fischler, *Chefe of Telecommunications*, BNDES

Marcio Wohlers, *Executive Director*, Center for the Study of Economics of Telecommunications in Latin America

Ernesto M. Flores-Roux, *Partner*, McKinsey & Co

Purificacion Carpynteiro, *Vice President*, Embratel

10:00 am KEYNOTE SPEAKER

Jorge Bittar, *Deputado Federal*, Brazil

Introduced by: Paul Boeker, *President*, Institute of the Americas

10:30 am INDUSTRY REMARKS

Marco Aurelio Rodrigues, *President*, QUALCOMM, Inc.

Introduced by: Paul Boeker, *President*, Institute of the Americas

11:00 am COFFEE BREAK (*SPONSORED BY AEROFON CORPORATION, CISNEROS GROUP OF COMPANIES, LORAL SKYNET, AND QUALCOMM*)

Part II: ISSUES – TECHNOLOGIES AND USERS

11:30 am THE CURRENT TELECOM ENVIRONMENT

Policy impacts on the scope of the impending market evolution, and the strategic alliances inside and outside the telecom environment.

Moderator: Ricardo Tavares, *Director*, Wireless Facilities, Inc. (WFI)

Ercio Zilli, *Vice President*, Telemar

Alexis Mozarovski, *President*, Nextel Telecomunicações Ltda

Representative, Global Crossing

- 12:30 pm** **NETWORKING LUNCH (*SPONSORED BY TELLABS*)**
- 2:00 pm** **REGULATORY POLICY REMARKS**
Luiz Tito Cerasoli, *Member of Governing Board, ANATEL*
Introduced by: Paul Boeker, *President, Institute of the Americas*
- 2:30 pm** **INTERCONNECTING THE NETWORKS – E-GOVERNMENT AND ACCESS PLATFORMS**
 Redesigning the relationship between citizen and government services and the blurring lines between voice and data, and wide and local area networks.
- The challenge of moving through space and across platforms
 - Initiatives to spur improvement in public and private management
 - Bridging localized community needs and economic opportunities
- Moderator: Bernardo Schneiderman**, *Executive Director, Loral Skynet*
James Bell, *Managing Director, CALA, Polycom*
Richard Loretta, *Director, AeroFon Corporation*
Ney Gilberto Leal, *Director de Programas, Secretaria de Logística e Tecnologia de Informação*
Frederico Monteiro, *Assessor do Secretário Executivo, Ministério das Comunicações*
- 3:30 pm** **COFFEE BREAK (*SPONSORED BY AEROFON CORPORATION, CISNEROS GROUP OF COMPANIES, LORAL SKYNET, AND QUALCOMM*)**
- 4:00 pm** **ANTI TRUST POLICY REMARKS**
Thompson Andrade, *Councilor, Agência Anti-Truste do Ministério da Justiça*
Introduced by: Paul Boeker, *President, Institute of the Americas*
- 4:30 pm** **EMERGING COMPETITIVE CHALLENGES**
 Current market structure, and strategic considerations
Moderator: Paul Boeker, *President, Institute of the Americas*
Fernando Xavier Ferreira, *President, Telefonica - Holding do Brasil*
Carlos Henrique Moreira, *President, Algar Telecom Leste (ATL)*
Carla Cicco, *President, Brasil Telecom*
Ludgero Pattaro, *President, Telecom Italia*
- 5:30 pm** **ANALYSTS INSIGHTS**
Moderator: Harrison Grey, *Director Telecom/IT Program, Institute of the Americas*
Daniel Torras, *Director of Research, Latin America, Pyramid Research Inc.*
Jose Dario Dal Piaz, *Vice President, Latin America, The Yankee Group*
Ruy Mendes, *Country Manager, IDC*
- 6:30 pm** **NETWORKING RECEPTION**

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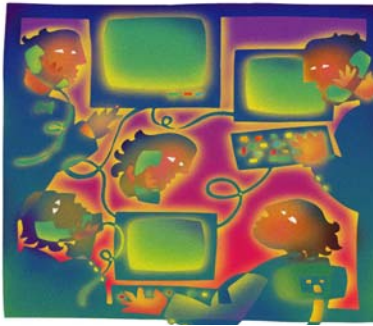
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Advance Registration Required

Registration Fee (Per Person): Please use a separate form for each registration.

- ☐ **Non-Member** **US \$600**
- ☐ **Corporate Member** **US \$400**
- ☐ **Steering Member** **US \$300**

The registration fee includes the one-day roundtable, briefing materials, and meals/breaks (as noted on the agenda). The **Telecom/IT Program is non-profit and funded entirely by registration fees and sponsorships.**

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Public Recognition: Please email to martha@iamericas.org a company profile (two-paragraph maximum) and your background (one paragraph maximum) as you would like them to appear in the briefing book.

Sponsorship: For sponsorship opportunities, contact **Phil Okun** at ext. 119 or at pokun@iamericas.org.

Hotel information: [Sheraton Rio Hotel & Towers](#), Av Niemeyer, 121 Rio de Janeiro, RJ 22450-220, tel. 55-21-2274-1122 or sales@sheraton-rio.com. Please reference the Institute of the Americas to receive the special rate.

Please note: conference enrollment cancellation will be assessed a US \$50 administrative processing fee through **November 14th**. After that date **NO REFUNDS** will be made, however, substitution of participants is welcome.

No cover necessary. Please fax completed registration form to Martha Bernal at (858) 453-2165.

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